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ABSTRACT

The mandate of the National School Safety Center (NSSC) is to focus national attention on cooperative solutions to problems that disrupt the educational process. Special emphasis is placed on efforts to rid schools of crime, violence, and drugs, and on programs to improve student discipline, attendance, achievement and school climate. NSSC provides technical assistance, offers legal and legislative aid, and produces publications and films. Some of these programs include the production of the award winning docudrama, "What's Wrong With This Picture?" sponsoring the annual "America's Safe Schools Week"; and the organization of the 1987 national "Schoolyard Bully Practicum." These and several other programs are highlighted in the document. (PPB)

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Safe Schools & Quality Schooling

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The Public Responds

National School Safety Center

A Partnership of Pepperdine University and the
United States Departments of Justice and Education

Mandating Change

"Our schools contribute significantly to the development of our young people as knowledgeable, responsible and productive members of society. Unfortunately, problems of crime, violence, drug trafficking, truancy, vandalism and discipline too often interfere with the safe and orderly processes of learning. . . . I can't say it too forcefully, to get learning back into our schools, we must get crime and violence out."

President Ronald Reagan (1984)

"Much serious campus crime is but a reflection of similar crime problems found in surrounding communities. Since crime at large is a total community problem, everyone must help in solving it. So, too, with campus crime. Our schools and the people in them are our nation's link with the future. We, in the law and in law enforcement, must recognize we have both the ability and the duty to do more."

Edwin Meese III, U.S. Attorney General (1985)

"The message of educational research — and of common sense — is clear: If the American education system is to achieve excellence, the problem of disorder in the schools must be addressed. Learning cannot thrive when the school atmosphere is disruptive, distracting, or makes students feel unsafe. Effective discipline is essential, both to provide an atmosphere conducive to learning and also for its important contribution to the development in our youth of qualities of self-discipline, honesty and respect for the law."

William J. Bennett, U.S. Secretary of Education (1985)

"The solution to our school safety problem does not rest alone in the hands of elected officials, law enforcement officers and educators. All of us can help restore our school environment to the reasonable order and discipline that allows teachers to teach and students to learn."

Warren Burger, U.S. Chief Justice (1986)

"The National School Safety Center has taken a leading role in this drive by providing technical assistance to practitioners, expanding public awareness and prevention efforts through a public service advertising campaign, and by serving as a national clearinghouse for information on demonstrably effective programs."

President Ronald Reagan (1987)

Setting Goals

Many educators and law enforcement professionals across the nation have joined together in the fight for safe and drug-free schools. This partnership is making a difference for America's schoolchildren, and these efforts deserve our recognition and support.

Too often in our schools, teaching and learning are disrupted by drug traffic and abuse and the associated problems of truancy, vandalism and gang activity. For years, individual school and law enforcement officials have been attempting to address these problems. A few of these singular efforts have become inspiring success stories, and the hard work and courage of these dedicated individuals should be applauded.

Success in most schools, however, hinges on the cooperation and ready exchange of information between school officials and the law enforcement community. Recognizing the importance of this partnership, President Reagan directed the U.S. Department of Justice to create the National School Safety Center in 1984. Underlying the Center's operation is the belief that excellence in education cannot be achieved if the learning process is disrupted by the reality of — or even the threat of — school crime, including drug traffic and abuse.

In our schools sit thousands of potential community and civic leaders, teachers, builders, astronauts, doctors, lawyers and law enforcers. America's youth are our future. They must have the opportunity to learn and achieve without being deprived of a quality education. I look forward to all of us working together to meet this challenge.

Verne Speirs, Administrator,
Office of Juvenile Justice and Delinquency Prevention,
U.S. Department of Justice

Challenging the System

America's system of public education plays a key role in developing our nation's youth into knowledgeable, responsible and productive citizens. It contributes substantially in preparing young people to participate in this country's democratic system, a government by consent of the people.

Unsafe school conditions, however, can disrupt the learning environment so severely that students and teachers are unable to focus their full attention on academic goals. Serious crime and violence, drug trafficking and abuse, truancy, vandalism, bullying and discipline problems are, unfortunately, present in many of our nation's schools.

Educators, parents, students, law enforcers, government officials, business leaders, and, indeed, all citizens share the responsibility for keeping schools safe. U.S. Chief Justice Warren Burger cited this duty in 1986 when he said, "The solution to our school safety problem does not rest alone in the hands of elected officials, law enforcement officers and educators. All of us can help restore our school environment to the reasonable order and discipline that allows teachers to teach and students to learn."

The news media remind the public daily that the problems our schools face are not going away by themselves. They report:

- Approximately one out of four youngsters entering the educational system does not graduate from high school.
- An estimated 525,000 attacks, shakedowns and robberies occur in an average month in public secondary schools.
- Nearly two-thirds of America's teen-agers have used illegal drugs before they finish high school.
- One in 10 children are victims of schoolyard bullying. In fact, the chief school-related concern of students is the disruptive behavior of their classmates.
- Yearly replacement and repair costs resulting from school crime exceed $600 million, according to The National PTA.

Many stories relate more than statistics. They describe how school crime and violence disrupt and destroy lives:

- In a Michigan high school, the captain of the football and wrestling teams was stabbed to death when he went to the aid of fellow students during an altercation in the school hall. His assailant did not attend the school.
- Constant verbal harassment became too much for a 12-year-old Missouri youth who brought a gun to school, fatally wounded one of his tormentors and then killed himself.
- A nationally recognized Chicago high school basketball player was shot and killed just after leaving campus for lunch when three alleged gang members tried to rob him.
- Residents of a quiet community near Wichita, Kansas, were stunned when a 14-year-old junior high student took an M-1 rifle and a .375-caliber Magnum pistol to school and opened fire in a main hallway. The shots killed the school's popular 35-year-old principal and wounded two teachers and a student.

Crime and violence are serious campus issues that must be dealt with by school administrators and communities. In an address to secondary school principals, President Ronald Reagan described the task ahead: "I can't say it too forcefully, to get learning back into our schools, we must get crime and violence out."

Taking Charge: NSSC

The National School Safety Center (NSSC) was created by presidential directive in 1984. The Center, funded by a grant from the Office of Juvenile Justice and Delinquency Prevention to Pepperdine University, represents a partnership of the U.S. Department of Justice and the U.S. Department of Education. The Center's national headquarters are in Encino, California.

NSSC's mandate is to focus national attention on cooperative solutions to problems that disrupt the educational process. Special emphasis is placed on efforts to rid schools of crime, violence and drugs, and on programs to improve student discipline, attendance, achievement and school climate. NSSC provides technical assistance, offers legal and legislative aid, and produces publications and films. The Center also serves as a clearinghouse for current information on school safety issues.

Communications

NSSC's communications section conducts a comprehensive national public relations program that includes producing public service announcements, films, publications, resource papers, articles, conferences and other promotional activities. *School Safety*, the NSSC Newsjournal, is published three times a year. It features topical articles by prominent authors and communicates trends and exemplary programs for delinquency prevention and school safety.

These materials promote NSSC's underlying theme: the need for partnerships between schools and other public and private institutions and the community. Special projects include America's Safe Schools Week, the annual "Principals of Leadership" recognition and the Drug-Free Schools campaign.

Public information/clearinghouse

NSSC maintains a resource center with more than 50,000 articles, publications and films. The topics of victim's rights, school security, student discipline, bullying, character development, law-related education, drug trafficking and abuse, school/law enforcement partnerships, public/community relations and attendance issues are included in the Center's resources. Current information is available for research and school safety programs, and Center publications and reprints of other materials are available upon request.

Field services

The NSSC field services section coordinates a national network of education, law enforcement, business, legal and other civic and professional leaders who are working cooperatively to create and maintain safe schools. The field services section offers the assistance of school safety authorities who promote effective techniques and emphasize the shared responsibility of schools, law enforcement and the community in addressing these issues.

Legal and legislative assistance

Center staff provides legal assistance and information on school safety, delinquency prevention, criminal law, and rules and procedures in federal, state and local jurisdictions. NSSC also actively participates in the legal process through submission of amicus curiae briefs in selected cases involving school safety issues.

Model school safety codes have been developed to help state officials and legislators respond to critical legal, constitutional and educational issues.

"Something's wrong. . ."

"If you are ever in the bathroom alone and there's a bunch of them in there, you've got to get out or you're dead meat." In a quivering voice Brent tells his true story of fear and violence in a film on school-related crime and violence produced by the National School Safety Center.

Brent's is one of five scenarios that are graphically, yet authentically, recreated in the 18-minute docudrama, "What's Wrong With This Picture?" Other school safety issues addressed by the film include drug trafficking and abuse, intimidation, teacher "burnout" and theft. Brent's story becomes more dramatic when his mother reveals to viewers that his older brother "took his own life after similar mistreatment in school." The film is designed to "trigger" emotional responses and discussion about the safety problems on school campuses. School principals and teachers are encouraged in an accompanying presentation guide to show the film to parents, students and community members.

The film's intent is to heighten awareness in the hope that the dialogue and debate following each showing will ultimately produce solutions.

The film was produced for NSSC by Bonneville Media Communications, the Salt Lake City advertising agency noted for award-winning public service announcements. "Pullouts" from the film were used to create two TV public service announcements. Network and local affiliate airing of the PSAs have resulted in an excess of $1 million in donated placements.

The school safety docudrama has been internationally acclaimed for its message to practitioners and for its production quality. Eight national and international awards have been presented to NSSC for the film. Besides awards from the three major national film festival competitions — New York, Chicago and Houston — the film has been recognized for excellence by the U.S. Industrial Film Festival, the National Association of Government Communicators, CINE and CINDY. The film also received national exposure as part of a November 1987 segment on bullying produced by ABC News' "20/20."

More than 600 copies (a "best seller" by education media industry standards) of the film have been distributed nationally to schools and school districts and law enforcement agencies.

"America's Safe Schools Week"

Significant progress is being made in efforts to ensure that all our nation's schools are safe, secure and productive. At the forefront of this movement are literally hundreds of exemplary school, district, state and national programs. To recognize these successes, the third week of October each year is proclaimed America's Safe Schools Week.

America's Safe Schools Week is sponsored by the National School Safety Center with the support of the President and the U.S. Attorney General. It is dedicated to bringing a national focus to those schools and programs that are effectively preventing campus crime and violence, improving discipline, increasing attendance, and suppressing drug traffic and abuse.

The National School Safety Center provides support to state-level leaders and local schools and communities (most governors and thousands of schools formally proclaim Safe Schools Week each year) with national distribution of public service announcements, and by disseminating news media advisory packets and distributing school-community program packets.

Schoolyard Bully Practicum

Authorities on schoolyard bullying and victimization from around the world gathered at Harvard University in May 1987 to develop a national prevention program for this pervasive problem. Research shows that one in seven students are either bullies or victims of bullying, and one in 10 students are regularly victimized by bullies.

At the "Schoolyard Bully Practicum," sponsored by the National School Safety Center, participants agreed upon five key issues that must be acknowledged by the public and school administrators in trying to solve the bullying/victimization phenomenon. They are: 1) that school bullying is a significant and pervasive problem; 2) that fear and suffering are becoming a way of life for many victims of bullying; 3) that young bullies are more likely to become criminals as adults and to suffer from family and professional problems; 4) that it is wrong to accept the prevailing attitude that kids fighting each other are just experiencing normal youthful aggressive behavior; and 5) that the United States should follow the lead of Scandinavia and Japan, whose governments have addressed bullying problems with national intervention and prevention programs.

The Practicum was the first such meeting of prominent researchers, psychologists, and school, law enforcement and public relations practitioners. The intent of the program was to have these national and international authorities on schoolyard bullying and adolescent aggression propose ways to apply their research and model programs toward a comprehensive national awareness campaign.

Practicum participants identified a wide range of strategies to help educators and others control or prevent bullying. NSSC is introducing various components of the experts' program suggestions.

The Practicum received national media attention, including coverage on network TV and radio; write-ups by AP, UPI, *USA Today*, the *Washington Post*, *Boston Globe*, *San Francisco Chronicle*, *Dallas Times-Herald* and many other papers; and articles in *Psychology Today*, *U.S. News & World Report*, *Good Housekeeping* and *Parents* magazines. It also served as a catalyst for a segment on bullying produced by ABC News' "20/20."

Network building

In just three years, the National School Safety Center has established itself as a dedicated, viable and resourceful advocate of safe, quality schooling. This is the result, in large part, to field services staff participating in personal meetings and group presentations with representatives from virtually every major national and state education and law enforcement organization in the country.

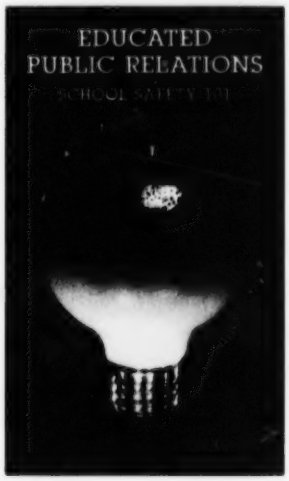
The staff participates annually in more than 50 conference and workshop speaking engagements, which are complemented by dozens more meetings with top government officials and key education, law enforcement and legal policy shapers.

NSSC also sponsored its own national program, the National School Safety Leadership Symposium in October 1985 at Jacksonville, Florida, that was attended by 450 school and law enforcement practitioners. As a primary co-sponsor, the Center additionally has assisted in the preparation of the Oregon-Washington Safe Schools Symposium (1985), Chicago's Symposium on the Prevention of Crime and Violence in Schools (1985), the National Safety Council's Professional Development Seminar on "Getting Your Safety Message to the Community" (1986), the Michigan State Dropout Conference (1986), and Los Angeles County's annual Workshop on School Crime, Violence and Vandalism.

NSSC staff has made presentations to literally thousands of practitioners at the national programs for associations representing both teachers' unions, elementary and secondary school principals, chiefs of police and sheriffs, state legislators, juvenile and family court judges, school boards, school public relations directors and education writers. NSSC also collaborates regularly with other federal Office of Juvenile Justice and Delinquency Prevention grantees.

School safety print resources

School district public relations personnel are introduced to a unique collection of safety-related activities in a new book, *Educated Public Relations: School Safety 101*, published by the National School Safety Center.



A recent review by editors of the National School Board Association's *Executive Educator* said the book offers readers "an intriguing and practical approach for using public relations to draw together community groups and bolster traditional disciplinary measures."

The book stresses the need for schools to develop partnerships with various community groups. The proposed 101 school safety ideas provide activities for school public relations directors to use with school employees, students, parents, community residents, service groups, business leaders, government representatives, law enforcers and the media.

Educated Public Relations is one of a half-dozen books published by NSSC. Others are *School Crime and Violence: Victims' Rights, School Safety Legal Anthology, School Discipline Notebook, Gangs in Schools, School Safety & the Legal Community* and *Right to Safe Schools*. Books on gang and schoolyard bullying prevention, juvenile record sharing and confidentiality, and a comprehensive "school safety check book" are also being developed by NSSC.

In response to more than 100 requests per month for general and specific school safety information, NSSC also publishes a series of *Resource Papers*. Current available titles include: "Safe Schools Overview," "Student and Staff Victimization," "Increasing Student Attendance," "Student Searches and the Law," "Drug Traffic and Abuse in Schools," "Alternative Schools for Disruptive Youth," and "School Bullying and Victimization." The *Resource Papers* are supplemented with current news clips selected from NSSC's national clipping service and include references from NSSC's resource center.

All NSSC publications are routinely incorporated into the Educational Resources Information Center, the U.S. Department of Education's national data bank.

School Safety Newsjournal

Perhaps no single product has more effectively presented this nation's school safety problems and solutions than *School Safety*, the National School Safety Center's newsjournal. At the same time, it has established NSSC as the most credible and prolific source of information on such topics.

Published three times each year since 1984, the award-winning newsjournal reports on current school safety trends, research and programs. Issue themes have covered discipline, school law, attendance, drug abuse, school/law enforcement partnerships, community relations, bullies, student rights and responsibilities, and more.

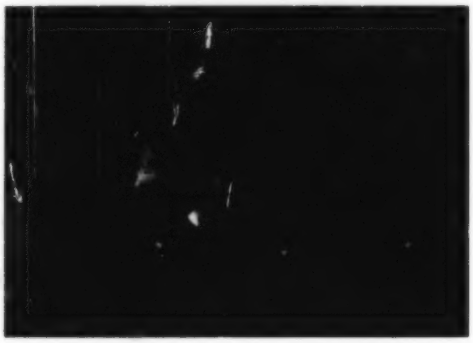
Besides articles written by virtually every major national association leader, subjects have been addressed by such prominent figures as First Lady Nancy Reagan, U.S. Attorney General Edwin Meese III, U.S. Secretary of Education William Bennett, former U.S. Chief Justice Warren Burger, nationally syndicated columnist William Raspberry, best-selling author Tom Peters, and many other state and local officials.

School Safety is distributed nationwide to 55,000 school administrators, chief law officers, state and federal legislators, juvenile and family court judges, news media representatives, and the governors, attorneys general and school superintendents of all 50 states.

"Facades..." about drug abuse

A new public service advertising campaign that appeals to youths' self-esteem and personal identity as reasons to avoid or stop using drugs has been launched by the National School Safety Center.

The positive focus on the integrity of one's identity, as opposed to relying on scare tactics, reflects the latest findings of youth drug abuse prevention studies. The need to belong, to be accepted, often seems to be the determining factor in how we behave, especially for youth. Taking drugs at school and elsewhere is part of this "belonging" myth that the PSAs hopefully will dispel.



A recent UCLA survey of California junior and senior high school students validates the Center's positive approach. The survey reports that fear is not an effective deterrent to teen drug use and, in fact, kids who turn down drugs most often base their choice on self-image, not drug abuse programs or education.

Titled "Facades...," the PSA campaign combines dramatic visual imagery with short, introspective messages from youthful drug abusers. In "Mask," viewers are surprised as the camera pans around the face of a seemingly normal teen-ager only to show half of her face painted with mime-like makeup. "I first started using drugs because of my friends at school," says the girl in a voice-over narration. "It wasn't what I wanted...It wasn't me...I don't know who it was." The other two PSAs, "Paper Dolls" and "Puppet," use creative metaphors to communicate their messages.

The drug-free schools campaign, which was released for airing in January 1987, is a primary component of NSSC's comprehensive effort to make schools drug free. To complement the PSAs, NSSC produced two full-color, 22 x 17 inch posters using production stills and narration from the actual TV spots and distributed them to the nation's 12,000 junior high schools.

"Join a team, not a gang!"

"Join a team, not a gang!" says Los Angeles Dodgers pitching ace Fernando Valenzuela to Los Angeles County youth, who are the focus of a new anti-gang public service campaign sponsored by the National School Safety Center.

A serious problem in large cities throughout the United States, gangs and gang warfare are increasing at extraordinary rates in the Los Angeles area. More than 200 gang-related killings occurred in Los Angeles County in 1987, an 80 percent increase over 1986, according to the Los Angeles County District Attorney's Office. And the 400-500 gangs in the county claim as many as 40,000-50,000 members.

NSSC used Los Angeles as a prototype for localized responses to the national campaign. Pro athletes in San Francisco, New York, Chicago, Philadelphia, Detroit, Miami and Washington, D.C., will also be called on as role models to talk kids out of gang involvement in their respective cities.

The primary component of each local effort will be the production of a poster featuring a prominent athlete, which will be distributed to schools. In this first effort, Valenzuela promotes team sports as a positive alternative to gangs. "Make no mistake, gangs are bad news!" Valenzuela says. "Join a team, not a gang!" The poster was distributed to all 1,850 schools in Los Angeles County.

A second campaign, in the Chicago area, featured William "The Fridge" Perry. In an anti-bullying message, The Fridge says "Bullying is uncool!"

Legal briefs on school safety

"The process of educating our youth for citizenship is not confined to books, the curriculum, and the civics class; schools must teach by example the shared values of a civilized social order."

So declared the U.S. Supreme Court on July 7, 1986, as it rendered its decision in *Bethel School District v. Fraser.* The decision documents the Court's support for character education and citizenship training in the schools and for improved student discipline and better campus climates, all key issues in the National School Safety Center's mandate for safer schools.

The case arose from a conflict over a student speech laced with sexually suggestive comments delivered to an assembly of 600 students, including many 14-year-olds. After being advised in advance by two teachers not to use the speech, a high school senior, described by the Court as a "confused boy," delivered the speech, which offended many students and staff in the audience. The student subsequently was suspended for three days and withdrawn as a possible commencement speaker.

The National School Safety Center, which filed an amicus curiae brief on behalf of the school district, believes the decision underscores the Court's and public's interest in improving campus climates.

Another decision, handed down by the California Supreme Court, likely to have considerable impact on schools around the country is *In re James Edward D.* In it, the Court states it is proper for educators and law enforcers to collaborate to reduce student truancy.

NSSC, which also filed an amicus curiae brief in this case, supports the Court's opinion that says, "Detention for the purpose of investigating whether a person is a truant is, as a practical matter, the only effective means of identifying and locating truants and hence substantially advances the state's compulsory education goals."

Serious habitual offenders

A small number of juvenile offenders are responsible for more than 60 percent of the crimes committed by young people. Chances are that 20 percent or more of the 63 million youths will be arrested before they are adults. Studies of career criminals show that patterns of criminal behavior are established by the age of 15.

Many young people will get into trouble as a symptom of adolescent development. Most will overcome delinquent tendencies with maturity, but a few will continue delinquent behavior into adulthood as chronic offenders.

The Serious Habitual Offenders Comprehensive Action Program (SHOCAP) attempts to manage these youths appropriately through a well-coordinated interagency approach. SHOCAP is funded by the federal Office of Juvenile Justice and Delinquency Prevention. Its activities are integrated closely with the National School Safety Center and its staff, whose primary concern is developing strategies to help schools handle these serious youthful offenders. NSSC staff has traveled nationwide to participate in more than 10 SHOCAP programs, with another 10 scheduled.

The program encourages agencies in the juvenile justice system to work together on serious and violent juvenile offenders. Through coordination and regular sharing of information, juvenile justice agencies are able to put together more comprehensive case histories and, therefore, are able to make more informed decisions and recommendations regarding chronic juvenile offenders.

"Principals of Leadership"

While public opinion polls consistently point to a lack of discipline and other more serious problems on campus as barriers to effective schooling, many individuals are succeeding in changing or maintaining their schools as effective places of learning.

These effective school leaders have clear visions of what they want their schools to become and are able to translate their visions into distinct goals and expectations for their schools and for teachers and students.

To spotlight some of the country's exemplary school principals, the National School Safety Center co-sponsors, along with the National Association of Elementary School Principals and the National Association of Secondary School Principals, an annual recognition program. "Principals of Leadership" honors 10 principals each year for their creative and determined efforts to provide students with safe, productive learning environments.

Leadership is used in the campaign as a *positive* response to a *negative* social issue — school crime and violence. NSSC announces the recipients in news articles, then profiles each in a series of print media public service announcements. The objective of the PSAs — distributed to 10,000 newspapers and general-interest and trade magazines nationwide — is to promote recognition and replication of those school leadership skills that ensure safe, quality schooling.

Candidates for the "Principals of Leadership" series are identified by reviewing national school recognition programs, news articles and features, and recommendations from professional organizations and practitioners.

SAFE POLICY for community

For the past five years, the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention has joined with the Federal Law Enforcement Training Center in encouraging a community-based, collaborative approach to dealing with troubled, problem and delinquent youth. These special seminars, titled POLICY I and II, stand for Police Operations Leading to Improved Children and Youth Services.

As a result of these highly successful programs, SAFE POLICY (an acronym for School Administrators for Effective POLICY), a program designed with the assistance of the National School Safety Center, was developed. SAFE POLICY offers an opportunity for communities to develop a network of information-sharing teams from education and juvenile justice agencies.

Each SAFE POLICY seminar includes a four-person community team: a school superintendent, a police chief or sheriff, a chief prosecutor and a chief probation officer. All teams must be complete and from the same community, since the program's goal is to enable participants to implement collaborative programs back home.

Instruction and group exercises cover problems shared by community agencies in dealing with misbehaving youth; results of habitual offender programs; a comprehensive program model and ideas for project activities; and legal considerations and myths preventing information-sharing and interagency cooperation.

Since its development, SAFE POLICY has helped more than 50 communities, with dozens more programs scheduled in the future.

Making a Difference

The National School Safety Center's effectiveness, as with that of many public service institutions and public relations programs generally, is evaluated primarily by reviewing the application of strategies and tactics directed toward long-term goals. Annual statistics tell only part of the story.

Some important quantitative measurement of school safety does exist.

In 1978 the National Institute of Education conducted a flagship report on school crime and violence, *Violent Schools, Safe Schools*. Though now 10 years old, the Center relies heavily on this body of work to validate its goals. Data from the report indicates that the risk of violence to teenagers is greater in school than anywhere else, when the amount of time spent in school is taken into account.

The annual Gallup Poll of the Public's Attitude Toward Public Schools provides more current indicators of what the public views as the most significant problems facing our schools. Drugs and lack of discipline consistently rank one and two, validating the Center's emphases on these problems and the efforts to prevent them.

The quality and influence of NSSC's work can be measured by a wide spectrum of results. They include:

- Providing school safety information and technical assistance to the governor, attorney general and superintendent of public instruction in all 50 states and the District of Columbia.
- Publishing and distributing more than one million copies of the NSSC Newsjournal, *School Safety*, and other special emphasis books and resource papers. Each title is disseminated further by ERIC, the U.S. Department of Education's national resource center.
- Responding to more than 1,000 requests per month from practitioners and the public for technical assistance or resource materials.
- Developing and maintaining the nation's most extensive school safety resource center with more than 50,000 books, directories, journals, films and tapes, and newspaper articles.
- Producing and coordinating placements of more than $2.5 million worth of donated public service advertising space on network and affiliate broadcasts for TV and radio, and in print media such as *Time, U.S. News & World Report, Family Circle, Bon Apetit, National Journal* and *Harper's Bazaar.*
- Sponsoring the first-ever "Schoolyard Bully Practicum" that brought national attention to the problem and need to prevent school bullying and victimization.
- Co-sponsoring the first-ever National School

Safety Leadership Symposium (Jacksonville, Florida, October 1985) to train 450 school administrators and law enforcers about school safety issues; co-sponsoring and participating in an additional 150 national and state-level conferences on law enforcement and education.

- Producing the internationally award-winning film, "What's Wrong With This Picture?" which has been distributed to more than 600 schools and districts nationwide. Sequences from the film have also appeared on ABC News' "20/20" and numerous other news and feature segments about school safety.
- Filing amicus curiae briefs for the winning side on a U.S. Supreme Court case and several state Supreme Court cases that had significant impact on the right to safe schools.
- Writing more than two dozen byline articles for national journals and newsletters on topics such as drug-free schools, discipline, truancy reduction and schoolyard bullying prevention.
- Continually validating Center positions by providing independent sources the opportunity to share their views on school safety. For instance, in an issue of *School Safety*, leaders of three usually divergent national associations, AFT and NEA (the two competing teacher unions) and The National PTA, were in agreement with each other and with NSSC's contention that quality schooling requires a disciplined environment.
- Sponsoring America's Safe Schools Week annually (the third week of October) since 1984. The national school safety awareness program is annually proclaimed by governors and thousands of schools and districts.
- Sponsoring "Principals of Leadership," a national public service campaign to honor effective school leaders. It is co-sponsored by both the national elementary and secondary school principals associations.

Public relations is a process of informing and persuading the public to change its attitudes and actions toward a cause, program or institution. NSSC's activities concentrate on promoting public awareness and involvement in the educational process and, at the same time, instructing educators and law enforcers how to work with the public and other youth-serving professionals to make schools better and safer.

It is, by nature, a step-by-step process that is not unlike a boy dropping stones in a pale of water. At first, there appears to be no change, but gradually the water level rises and eventually overflows.

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